

NATIONAL WOMEN'S HEALTH WEEK

Take Time to Care, TODAY!



Digital Partner Toolkit

May 9 – 15, 2021



TAKE TIME TO CARE, TODAY!

National Women's Health Week (NWHW) is a time to encourage women to #KHOWHmore about ways to prioritize their health today, including staying up to date on health visits and screenings. The FDA Office of Women's Health's (OWH) focus for NWHW 2021 is to encourage women to Take Time to Care for themselves, TODAY. Many women put off annual health visits during the COVID-19 pandemic, and OWH would like women to prioritize their physical, mental, and emotional health and wellbeing by scheduling wellness exams. OWH has resources on many health topics that can help women #KHOWHmore about maintaining a lifetime of healthy habits. During NWHW, OWH is highlighting key messages each day of the week to encourage women to put their health first. This toolkit provides sample messages, graphics, and resources for you to share with your loved ones, friends, and the women in your community.

WHAT YOU'LL FIND IN THIS TOOLKIT:

- [General Sample NWHW Messages and Graphics](#)
- [Topic-Specific Sample Messages](#)
- [Additional Resources](#)

GENERAL SAMPLE NWHW MESSAGES AND GRAPHICS

FDA OWH invites you to raise awareness of this important week with the below sample messages and primary hashtags.

PRIMARY HASHTAGS

- #KHOWHmore
- #NWHW

SECONDARY HASHTAGS

- #WomensHealth

SAMPLE SOCIAL MEDIA COPY

Twitter

This National Women's Health Week, we encourage women to Take Time to Care, TODAY! Want to #KHOWHmore about important women's health topics? Follow @FDAWomen to get valuable resources throughout the week. #NWHW
<http://bit.ly/FDAwomen>

Facebook

It's National Women's Health Week -- a time to remember how important it is for women to prioritize their health. The FDA Office of Women's Health has resources to help you #KHOWHmore about important women's health topics. Learn more:
<http://bit.ly/FDAwomen>

Instagram

This National Women's Health Week, Take Time to Care, TODAY for yourself! The FDA Office of Women's Health has resources on a variety of #womenshealth topics to help you and the women in your family #KHOWHmore. Visit www.fda.gov/womens for more info. [alternative CTA: Visit the link in bio for more info.]

#NWHW

Pinterest

National Women's Health Week is a time to remember how important it is for women to prioritize their health. The FDA Office of Women's Health has resources to help you #KHOWHmore about important women's health topics.

<http://bit.ly/FDAwomen>

#NWHW #WomensHealth

SAMPLE NEWSLETTER, BLOG, OR ARTICLE

Title: National Women's Health Week – Take Time To Care, TODAY!

National Women's Health Week is a time to encourage yourself and the women around you to live healthy lives and take care of your physical, mental, and emotional health and wellbeing. For many women, annual health visits and screenings have not been a priority during the COVID-19 pandemic.

Today and every day, choose to make your health a priority and talk with your healthcare provider to make sure you are scheduled for the exams you may need. Take Time to Care for yourself now.

The FDA Office of Women's Health (OWH) has resources on a variety women's health topics to help you #KHOWHmore and make good health decisions for you and your family throughout the year.

Get the resources you need, here: <https://www.fda.gov/consumers/women/womens-health-topics>

Looking to help spread the word? OWH is sharing resources on key women's health topics throughout National Women's Health Week. Follow [@FDAWomen](#) on Twitter and [@FDA](#) on Facebook to learn more and join in on the #KHOWHmore conversation by sharing #NWHW messages with loved ones, friends, and the women in your community.

SAMPLE DIGITAL GRAPHICS

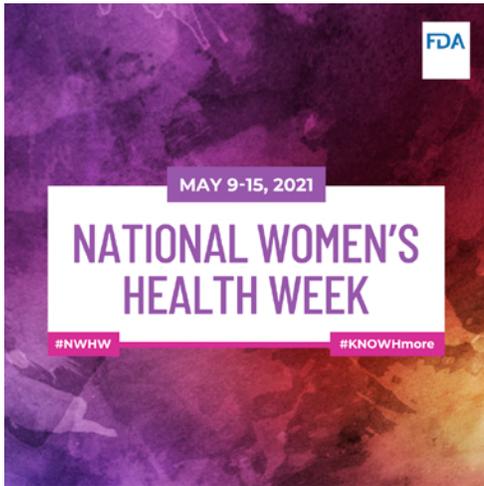
Downloadable graphics sized for Twitter, Facebook, Instagram and Pinterest can be found below:

Twitter



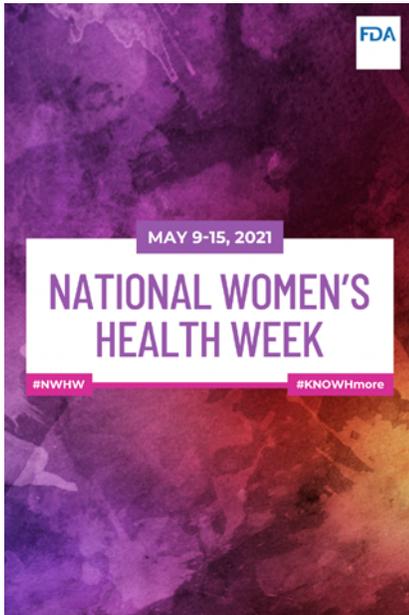
[DOWNLOAD GRAPHICS](#)

Facebook/Instagram



DOWNLOAD GRAPHICS

Pinterest



DOWNLOAD GRAPHICS

TOPIC-SPECIFIC SAMPLE MESSAGES

During National Women's Health Week, the FDA Office of Women's Health (OWH) is highlighting key messages each day of the week to encourage women to Take Time to Care, TODAY.

SUNDAY, MAY 9 (MOTHER'S DAY) - MATERNAL HEALTH

Twitter

This Mother's Day & #NWHW, we celebrate all moms and the joys of motherhood. @FDAWomen has resources to help guide you through the many health decisions you are making for you and your baby. <http://bit.ly/NWHWpregnancy>

Facebook

Happy Mother's Day! As we celebrate the joys of motherhood today, #KHOWHmore about how you can take care of you and your baby with these FDA resources. <http://bit.ly/NWHWpregnancy> #NWHW

Instagram

This Mother's Day, we encourage you to Take Time to Care for yourself, TODAY. FDA OWH has many resources on maternal health and more to help support all your healthcare decisions. Visit www.fda.gov/womens to #KHOWHmore. [alternative CTA: Visit the link in bio to #KHOWHmore]. #NWHW

MONDAY, MAY 10 - WOMEN'S WELLNESS (NATIONAL WOMEN'S CHECKUP DAY)

Twitter

Many women put off health visits due to COVID-19. Today, on #NationalWomensCheckupDay, discuss which exams you may need with your healthcare provider. @FDAWomen's latest blog post has resources to help you #KHOWHmore about women's health: www.fda.gov/OWHBlog #NWHW

Facebook

Today is National Women's Checkup Day! Have you had your annual checkup yet? Prioritize your health and wellness and talk to your healthcare provider to schedule your routine exams and screenings today. www.fda.gov/OWHBlog #NWHW #KHOWHmore

Instagram

Many women put off annual health visits due to COVID-19. Prioritizing your health and wellness should not wait. Take Time to Care, TODAY by scheduling any exams or screenings you may need. #NationalWomensCheckupDay #KHOWHmore #NWHW

TUESDAY, MAY 11 – COVID-19

Twitter

Many moms are looking for tips to keep their baby safe from COVID-19. Check out this @CDCgov resource to #KNOWHmore: <http://bit.ly/NWHWcovid> #NWHW

Facebook

Looking for tips to keep you and your baby safe from COVID-19? Visit this CDC page to learn more: <http://bit.ly/NWHWcovid> #NWHW #KNOWHmore

Instagram

There are several tips provided by the CDC to keep your baby safe and healthy during COVID-19. These include: Limiting visitors, keeping distance between your baby and those who do live in your household, bringing your baby for newborn visits, and more. #KNOWHmore #NWHW

WEDNESDAY, MAY 12 – MENOPAUSE

Twitter

Hot flashes? Irregular periods? Mood changes? Menopause can have a big impact on your daily life. @FDAWomen has tips and resources to help you #KHOWHmore about managing your symptoms today: <http://bit.ly/NWHWmenopause> #NWHW

Facebook

Are you noticing hot flashes, irregular periods, or mood changes? If so, you may be starting menopause. #KHOWHmore about how you can manage your menopausal symptoms: <http://bit.ly/NWHWmenopause> #NWHW

Instagram

Hot flashes? Irregular periods? Mood changes? Menopause can have a big impact on your daily life. Here are 3 tips from FDA OWH to help you #KHOWHmore about managing menopause:

- Get Help: Don't suffer in silence. Talk to your healthcare provider about your symptoms to find out treatment options that might be right for you.*
- Ask Questions: Talk to your healthcare provider about symptoms, treatments, risks and benefits of hormones and other herbs or supplements you take.*
- Avoid Scams: Be aware that natural doesn't always mean safe, and remember that each woman is different, so a product that worked for your friend may not be right for you.*

Get more tips and resources at www.fda.gov/swomens. [alternative CTA: Get more tips and resources through the link in bio.] #NWHW

THURSDAY, MAY 13 - MENTAL HEALTH

Twitter

Did you know women are more likely to have depression than men? Take Time to Care, TODAY for yourself and #KHOWHmore about depression and how it's treated through these @FDAWomen resources: <http://bit.ly/NWHWmentalhealth> #NWHW

Facebook

Depression affects 1 out of 5 women in the United States, and it can make it hard for you to care for yourself and loved ones. Take Time to Care, TODAY for yourself by learning more about depression and how it's treated:

<http://bit.ly/NWHWmentalhealth> #KHOWHmore #NWHW

Instagram

Depression can make it hard for you to care for yourself and loved ones. If you are struggling with your mental health, Take Time to Care, TODAY for yourself. The FDA OWH has resources for you. www.fda.gov/womens. [alternative CTA: The FDA OWH has resources for you. Visit the link in bio to check them out.] #KHOWHmore #NWHW

FRIDAY, MAY 14 - HEALTHY AGING, NUTRITION & FITNESS

Twitter

Healthy aging involves good habits like eating healthy, staying up to date on health visits and screenings, and being active. @FDAWomen has tips to help you #KHOWHmore about aging fabulously: <http://bit.ly/NWHWaging> #NWHW

Facebook

As you age, it is important to have healthy habits like eating nutritious foods, staying active, ensuring safe medication use, and staying up to date on necessary health visits. Check out these FDA OWH tips to help #KHOWHmore about aging fabulously: <http://bit.ly/NWHWaging> #NWHW

Instagram

Looking for tips for healthy aging?

1. Eat a Healthy Diet
2. Avoid Common Medication Mistakes
3. Manage Health Conditions
4. Get Screened
5. Be Active

Get more tips and resources at www.fda.gov/womens to #KNOWHmore about women's health. [alternative CTA: Get more tips and resources to #KHOWHmore about women's health through the link in bio.] #NWHW

SATURDAY, MAY 15 - COLLEGE WOMEN'S HEALTH

Twitter

Women in college have many things to think about, but taking time to care for yourself will only help you balance your responsibilities. #KHOWHmore about important #WomensHealth topics from @FDAWomen resources:

<http://bit.ly/NWHWcollege> #NWHW

Facebook

Between balancing studies and social life, it's important for women in college to prioritize their health. The FDA Office of Women's Health has valuable resources to help you and other women in your life #KHOWHmore Take Time to Care, TODAY for yourself. <http://bit.ly/NWHWcollege>

Instagram

Are you or someone you love a woman in college? Take Time to Care, TODAY! While you're balancing your studies and social life, make your health a top priority. The FDA Office of Women's Health has valuable resources to help you #KHOWHmore about #WomensHealth. Visit www.fda.gov/collegewomen for more. [alternative CTA: Visit the link in bio for more] #NWHW

ADDITIONAL RESOURCES

Looking to create custom social content, host a chat on Clubhouse, or record a podcast? FDA OWH has a variety of resources to leverage. Use the following facts and materials to help create additional messages and talking points.

1. Pregnancy makes it harder for a woman's body to fight off illness caused by food. Some foods are not safe for a pregnant woman and her baby. Check out [these](#) food safety tips.
2. Many women need to take medicine while they are pregnant. [Here](#) are pregnancy and medicine tips.
3. It's important to know how to safely use a breast pump and store breast milk. Get tips and resources [here](#).
4. Most women use cosmetics and other products every day. [Here](#) are resources for women to educate themselves about how to safely use these products.
5. It's important for women to make good food choices for their overall health and wellbeing. [Here](#) are resources to help.
6. By June 2020, an estimated 41% of U.S. adults had delayed or avoided medical care due to concerns about COVID-19. Find the latest COVID-19 information [here](#).
7. Mammograms are the best way to screen for breast cancer. Get the facts about mammograms [here](#).
8. Menopause is when a woman's period stops for at least 12 months. Tips for managing menopause before, during and after are [here](#).
9. Depression affects 1 out of 5 women in the United States. [Here](#) are resources about depression and how it's treated.
10. Healthy aging involves managing health conditions, such as [diabetes](#), [osteoporosis](#), and [high blood pressure](#).